

Abstract

According to one aspect of the present invention, systems and methods are provided for informing a user of an interactive television service of available content from an Internet web site and redirecting the user to the Internet content responsive to selection of a hot key embedded in content signals. According to another aspect of the present invention, systems and methods are provided for caching alternate content on a user's terminal device and redirecting the user to the cached content responsive to selection of a hot key embedded in content signals.